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NUMBERS AND PRODUCTION OF WHOLESALE ICE CREAM PLANTS, BY SIZE GROUPS,

1947 AND 1954

The number of plants engaged in the wholesale manufacture of ice cream did not change materially between 1947 and 1954, the Agricultural Marketing Service reports. According to a recent special analysis of the records of that agency for those two years, the Service reports that the number of plants engaged in the wholesale production of ice cream totaled, 3,137 in 1947 and 3,105 in 1954.

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Wholesale Ice Cream Plants, by Size Groups
Less than 25,000 gallons

By regions	No. of plants		Total production		Average production per plant	
	1947	1954	1947	1954	1947	1954
N.E.	23	62	359,031	935,217	15,610	15,084
M.A.	230	249	2,214,187	2,460,449	9,627	9,881
E.N.C.	249	244	2,954,879	3,074,629	11,867	12,601
W.N.C.	151	146	1,745,897	1,843,471	11,562	12,626
S.A.	38	63	531,968	724,949	13,999	8,444
S.C.	68	98	823,432	1,367,874	12,109	13,958
MOUNT.	91	90	1,065,566	1,071,461	11,710	11,905
PAC.	170	75	1,583,071	867,559	9,312	11,567
U.S.	1,020	1,027	11,278,031	12,345,609	11,057	12,021

25,000 - 49,999 gallons

N.E.	28	43	1,034,747	1,563,982	36,955	36,372
M.A.	83	75	3,029,610	2,697,400	36,501	35,965
E.N.C.	167	163	6,476,617	5,894,989	38,782	36,166
W.N.C.	75	70	2,830,907	2,619,806	37,745	37,426
S.A.	27	20	1,036,697	732,008	38,396	36,600
S.C.	69	76	2,615,402	2,837,806	37,904	37,340
MOUNT.	45	58	1,694,728	2,093,283	37,661	36,091
PAC.	75	34	2,715,185	1,312,117	36,202	38,592
U.S.	569	539	21,433,883	19,751,391	37,669	36,645

50,000 - 99,999 gallons

N.E.	31	32	2,281,551	2,424,235	73,598	75,757
M.A.	79	76	5,666,388	5,582,102	71,726	73,449
E.N.C.	128	144	9,249,634	10,291,592	72,262	71,469
W.N.C.	62	62	4,537,544	4,300,617	73,186	69,365
S.A.	37	39	2,751,526	2,620,345	74,366	67,188
S.C.	73	82	5,345,141	5,858,091	73,221	71,440
MOUNT.	34	26	2,299,771	1,667,653	67,640	64,140
PAC.	45	45	2,975,708	3,170,415	66,127	70,454
U.S.	489	506	35,107,263	35,915,050	71,794	70,978

WHOLESALE ICE CREAM PLANTS, BY SIZE GROUPS -- CONTINUED

100,000 - 249,999 gallons

By regions	No. of plants		Total production		Average production per plant	
	1947	1954	1947	1954	1947	1954
N.E.	24	25	3,596,418	3,482,618	149,850	139,305
M.A.	78	70	12,482,044	11,289,111	160,026	161,273
E.N.C.	135	140	21,338,085	22,179,574	158,060	158,426
W.N.C.	71	82	11,546,394	12,743,220	162,625	155,405
S.A.	60	53	9,390,377	8,835,289	156,506	166,704
S.C.	94	87	15,047,307	12,675,930	160,078	145,700
MOUNT.	22	22	3,132,212	3,277,930	142,373	148,997
PAC.	46	34	7,902,837	5,831,349	171,801	171,510
U.S.	530	513	84,435,674	80,315,021	159,313	156,559

250,000 - 499,999 gallons

N.E.	9	12	3,204,269	3,921,673	356,029	326,806
M.A.	24	35	8,627,985	12,243,822	359,499	349,823
E.N.C.	66	61	22,669,991	21,066,408	343,484	345,351
W.N.C.	38	32	12,837,956	10,954,077	337,841	342,315
S.A.	38	33	13,660,343	11,627,277	359,483	352,342
S.C.	66	51	23,691,332	18,282,397	358,960	358,478
MOUNT.	10	14	4,001,431	4,707,758	400,143	336,268
PAC.	18	24	6,701,512	9,353,098	372,306	389,712
U.S.	269	262	95,394,819	92,156,510	354,628	351,742

500,000 gallons and over

N.E.	25	21	27,928,177	22,889,774	1,117,127	1,089,989
M.A.	54	56	103,261,572	94,073,571	1,912,251	1,679,885
E.N.C.	53	57	64,350,410	63,070,670	1,214,159	1,106,503
W.N.C.	34	31	30,475,701	23,887,888	896,344	770,577
S.A.	37	42	38,272,846	40,641,853	1,034,401	967,663
S.C.	26	22	21,065,739	21,161,203	810,221	961,873
MOUNT.	5	7	3,724,968	4,327,756	744,994	618,251
PAC.	26	22	35,875,667	32,217,081	1,379,833	1,464,412
U.S.	260	258	324,955,080	302,269,796	1,249,827	1,171,588

Total All Size Groups (Gallons)

N.E.	140	195	38,404,183	35,217,499	274,316	180,603
M.A.	548	561	135,281,786	128,346,455	246,865	228,782
E.N.C.	798	809	127,039,616	125,577,862	159,198	155,226
W.N.C.	431	423	63,974,399	56,349,079	148,432	133,213
S.A.	237	250	65,643,757	65,181,721	276,978	260,727
S.C.	396	416	68,588,353	62,183,301	173,203	149,479
MOUNT.	207	217	15,918,676	17,145,841	76,902	79,013
PAC.	380	234	57,753,980	52,751,619	151,984	225,434
U.S.	3,137	3,105	572,604,750	542,753,377	182,533	174,800

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The term "wholesale" as used in this analysis differs somewhat from the definition used in ice cream trade circles. The Service classifies as "wholesale" manufacturers those plants that sell over 50 percent of their output in wholesale channels, and also those plants belonging to companies that not only manufacture ice cream from their own mix, but also distribute their production through their own retail outlets. These plants are considered as performing a wholesale function in manufacturing and delivering their total output to company-owned retail stands, stores, etc., where the ice cream is sold to the consuming public. The wholesale manufacturers engaged in this type of production and distribution are frequently referred to as "captive" plants. There are a number of companies of large volume selling through company-owned, or "captive" outlets exclusively.

Originally, in the collection and publication of data on ice cream production by the Bureau of Agricultural Economics, the predecessor of the Agricultural Marketing Service, only one figure, total production, was published. This included both wholesale and retail production. However, with the advent of the so-called "counterfreezer" type of operation in which the retail stand buys mix, mostly liquid, and then freezes it on the premises for sale to the public as ice cream, the Bureau began to segregate the production of ice cream for sale to retail units, as "wholesale", and ice cream production for sale on the premises where produced as "retail."

In separating the ice cream production into "wholesale" and "retail", the Service has from time to time experienced considerable difficulty. In the initial separation, producers were asked to report ice cream produced for "wholesale" and for "retail". This, of course, led to duplication in the count of number of plants actually engaged in ice cream production. Later, this procedure was modified to include as "wholesale" only those plants whose production equaled 50 percent or more wholesale. Unfortunately, the Service had a number of plants for which evidence on character of operation was insufficient for a clear-cut classification. The policy in such cases was to place all plants whose production exceeded 15,000 gallons annually in the "wholesale" category, and in the "retail" category when it was less. However, the number of plants of this type has decreased, as the Service was able from time to time to pick up information that made it possible to place them in the proper category, if wrongly classified.

Neither the number nor the size of plants classified as "wholesale" changed significantly between 1947 and 1954. However, there seems to have been a slight tendency for the plants in the group with a production of less than 25,000 to increase slightly in average production. In contrast, plants with an output of more than 25,000 gallons seems to have dropped off in average production. In the less than 25,000 group, only two regions out of eight had a smaller average production in 1954 than in 1947. At the other extreme, the 500,000 gallon and over group, only two regions in 1954 had a larger average production ^{than} in 1947. In the in-between groups, the average production per plant in 1947 and 1954, by regions, was more variable, and seemed to follow no set pattern.

By group classes, slightly over one-half, or 50.6 percent of the total number of plants in 1947, and 50.4 percent in 1954 made less than 50,000 gallons of ice cream annually. In 1947 this group produced only 5.7 percent of the national production and 5.9 percent in 1954. A considerable number of plants in this group also do an extensive retail business. In addition most of the wholesale sales go to specialized outlets.

The next size group, 50,000 to 100,000 gallons annually, comprised 15.6 percent of plant numbers in 1947 and 16.3 percent in 1954. This group produced 6.1 percent of the national production in 1947 and 6.6 percent in 1954. Plants with an annual output between 100,000 and 250,000 gallons made up 16.9 percent of the 1947 number of plants and 16.5 percent in 1954. This group produced 14.7 percent of the 1947

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production and 14.8 percent of 1954. Plants producing between 250,000 and 500,000 gallons annually made up 8.6 percent of the plant numbers in 1947 and 8.5 percent in 1954. However, this group was responsible for 16.7 percent of the 1947 production and 17.0 percent of 1954. The group making over 500,000 gallons annually had the smallest proportion of plant numbers, 8.3 percent in both 1947 and 1954, but made the largest proportion of the national production. This proportion equaled 56.8 percent in 1947 and 55.7 percent in 1954.



